Exceptional Values in

Handkerchiefs

For Women 6 for 69c Imported woven border styles

on white cotton, also some col ored linen sport handker chiefs. They would usually be from 12c to 23c each.

For Men

6 for 69c

Extra large size white cotton

For Boys

6 for 39c

Fine white cotton hemstitch-ed handkerchiefs, suitable for

For Children

Box of 7 for 69c

Cunning little handkerchiefs

with the day of the week em-

broidered on each one, "Mon-day," etc. White or colored grounds. Usually 89c box.

Main Floor, Center,

camp or school.

"Marchioness"

Elastic

Girdles

\$3.89

Hooked in front, and

made of firmly supporting surgical elastic.

They are 14 inches long,

have top finished with

shirred ribbon and the

front section of satin.

Such corsets are ideal for summer sports wear,

and for all times when

one would be gracefully and comfortably cor-

Sizes 24 to 32

Charge -Third Floor,

seted



## Summer Clothes for Cheerful Children

Calling to your attention not only dresses for little girls-indeed not-but haberdashery (that's such a nice grown-up word) for redoubtable young men (very young). The kind of clothes that make Mother sigh and say: "What is the use of slaving over a sewing machine when I can buy such pretty things so inexpensively?"

### Little Girls' Dresses

Kathy is feeling most awf'lly dressed up in her panty frock of Normandy voile, with its picoted frill and appliqued flowers. It comes in Copenhagen, rose and tangerine. \$3.89

Mary Jane-practical young soul that she is—wears a checked voile with smocking and hand stitched a checked voice with a colors are green, lavender, red collar and cuffs. Colors are green, lavender, red tangerine. \$1.88

Sue looks fresh and pert in her white voile, with its smocking of contrasting color. The same dress comes in printed lawn of blue, rose, tangerine and

And Agatha, being a little reticent, is half turned away from us so that we may see the perky bow organdie on her printed cotton frock. Rose, blues, Sizes 2 to 6 years



### Sweaters Overalls •

Peter is going to play in the sand pile that's why he is wearing these nice overalls of khaki trimmed with His mother could have bought them in blue, too. They cost 59c and come in sizes from 2 to

139 Misses' Summer Frocks

of Linen and Voile

-Hand-drawn work is the chief attraction-

\$9.74

Two models in fine quality linen, one with Peter Pan collar,

All three styles are lavishly trimmed with exquisite hand-

drawn work—the trimming preferred by the smart miss for

The colors in Linen are Copenhagen, maize, orchid, leather

The Voile Frocks can be had in maize, navy, white, flesh,

Sizes 14 to 18 years

Menors -Third Floor, 35th Street, Front.

Guimpes to Wear With

Sleeveless Dresses

possible.

In cream color.

\$1.39

Fine Valenciennes lace and dainty

embroidered net are lavishly used to

make these guimpes as attractive as

They themselves are made of cool fine net, with short sleeves and cun-

Sizes up to 40

Main Floor, Center, Brondway.

ning Peter Pan or Tuxedo collars.

The third model of soft sheer voile has a square neck.

the other with V neck and rolling collar.

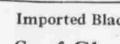
her daintiest summer frocks.

orchid and black.

Fifi, on the other hand, thinks it's a little chilly to make sand pies Her sweater is all wool,

and may be had in buff, peacock, salmon, cardinal, brown or white. In two other models as well. \$2.89 Company - Third Floor, 35th Street, Rear.



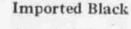


## 94c yard

A 32-inch light weight ma-

Only 21/2 yards are needed for the average size bathing

ond Floor, Front.



# Surf Cloth

terial-with a high satin

Compa -Lining Section,

### Bathing Suits for "The 4th" \$5.74

and worth much more!

If you like taffetayou'll be enthusiastic about

this suit. It's attractively simple for the energetic swimmer who covers distance. It shows the new bateau neck has a tie sash and is trimmed around the skirt with pin rucks. In black taffeta only.

Perhaps you prefer worsted— Then you will approve of this suit. Detachable combination style. It buttons over the shoulders and has a belt. In many becoming color com-binations, or all black. Illus-

Sizes 36 to 44 In Our Enlarged Bathing Suit Department Charge -Third Floor, 35th Street, Front.





# Special Sale of 1,500 New SWEATERS

Pure Mohair Slip-Ons, Mohair Tuxedos and Slip-Ons, Silk and Wool Tuxedos?

Silk Fiber Slip-Ons, Silk Fiber Tuxedos,

Silk Slip-Ons, Silk Tuxedos,

Slip-On Sizes 34 to 42

36 to 46 Allegra -Third Floor, 34th Street, Front.





\$2.74 \$4.64 \$6.94 \$7.94 \$10.74 \$18.74

Tuxedo Sizes











## In the Misses' Own Section Vacation Middy Blouses For Children and Misses 89c Summery, vacation middies,



these are with short sleeves, and cuff bottoms of white Jean, either plain or trimmed with blue, red or green checked gingham or Navy, red

There are other styles at this price, too. Also regulation middies with short

Sizes 6 to 20 Charge -Third Floor, Center, Rear.

We Sell Merchandise of Taste and Quality at Lowest-in-the-City Prices-For Cash Only

Herald Square

A Large and Specially Priced Collection of

## Charming Summer Hats



Chapeaux which reflect the latest thought in the world of smart Millinery-and present to you the newest styles at prices which madame and mademoiselle can afford to pay. We illustrate three;-

A black satin hat silver embroidery on brim and crown - effectively supplemented with a heavy twisted fold of silver cloth, cleverly held in place with cut jet buttons in front.

Summer

Complexion Helps

Glycerine, Rose Water and Benzoin Lotion—Cool-ing, antiseptic and slightly bleaching in its action. 8-

ounce bottle, 32c Quinilla—Relieves the sting

from sunburn, and hasten

akin convalescence.

ounce bottle, 17c

16-ounce jar, 49c. Un

surpassed as a general cold cream. Its use is no longer confined to the profession. The fine quality and low price recommend it to the

woman who uses cold

18c; 14-ounce jar, 54c Delightfully perfumed, and

of the proper consistency to penetrate the pores and

remove impurities.

Ayeshaa Perfume, extract,

-ounce,84c; 2 ounces,\$1.59

Toilet Water, 4 ounces, 840 Monro -Main Floor, Rear.

ream lavishly.

Cold Cream, 2-ounce

A white hat equally smart for sport or dress wear, the white satin body of which is brought out by the green embroidery on the turn-up brim, and by the pert fold of green ribbon at the side.

Compa -Second Floor, 34th Street, Front

Another hat of black satin, also featuring the twisted fold of fabric trimmingonly this time it's dull green velvet and silver, to match the line of green chenille about the brim.

## Satin Breakfast Coats

Specially Priced \$5.94

Made of excellent quality soft lustrous satin, trimmed with self ruching and delicate hand-made flowers.

In Copenhagen, navy, lavender, turquoise, rose, coral, purple.

Sizes 36 to 44

Women's Negligee Section

Corner - Third Floor, 34th Street

Designed in our own Studios



## Capes and Coats

\$12.74 and \$13.74

For Women and Misses

Capes and Coats-designed in our own studios, embodying all the smartness and all the practicability which one expects to find in fine garments; all the verve and dash which one will invariably see in correct summer sport apparel

Coats of flannel and Jersey, with the distinctive "Whitbey" collar and shoulder line, come in Jockey red, Hunter green, Copenhagen, brown, tan and black.

Capes of tweed, with contrasting collars of silk duvetyn, are boldly circular. In many colors.

Also in Junior Girls' Sizes 12 to 16

Many -Third Floor, Front.



## Week-End Candy Special

For the Fourth of July Packet Price \$1.59

Our usual price would be \$2.28

It wouldn't be Fourth of July without candy. Take the family a special Macy week-end packet. The assortment is varied enough to satisfy every member of the family.

Monro Milk Chocolate Covered Fresh Fruitsstrawberries, raspberries, cherries, pineapple, and blackberries. Full pound in box,
Usual price 74c, Special price, 54c

Many Ideal Chocolate Fresh Roasted Almonds. Full pound in box, Usual price 69c, Special price, 49c

Monte Assorted Perfection Matinee package. Full half pound in box,

Usual price 46c, Special price 39c More Ideal Delmonico Squares (chocolate covered molasses cocoanut. Full pound in box,

Special price, 39c We also offer in our basement candy department, a complete assortment of Patriotic Party favors and candy crackers for

the children. -Main Floor, Front and Basement, Center,

Merchandise Advertised Here on Sale Tomorrow